LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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Merit Key Factor In Smoking Shake-Up.

Large numbers of high tar smokers converting to Low Tar-'Enriched Flavor' cigarette.

Confirmed high tar smokers are finding an answer to the dilemma of choosing between good taste and low tar.

In two short years, an unprecedented number of high tar smokers—the toughest "taste" critics of low tar smoking—have switched to one low tar brand.

Their answer: MERIT.

In fact, 75% of current MERIT smokers are coming directly from high tar cigarettes. It's clear:

MERIT is delivering the kind of flavor smokers thought they could only get from higher tar brands.

The reason: 'Enriched Flavor' tobacco.

Tobacco fortified with certain key flavor-rich ingredients isolated in cigarette smoke and proven to deliver taste way out of proportion to tar.

Tests Prove Taste

MERIT and MERIT KX's were both tested against a number of higher tar cigarettes.

Overall, smokers reported they liked the taste of MERIT and MERIT 100's as much as the taste of the higher tar cigarettes tested.

Cigarettes having up to 60% more tar!

Only one cigarette has 'Enriched Flavor' tobacco. And you can taste it.

MERIT
Kings & 100's

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Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette, FTC Report Aug.'77
100's: 11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Source: https://www.industrydocuments.ucsf.edu/docs/gmln0003